

ISABELLA CONENNA

cell 917.940.7908

iconenna@earthlink.net

ICONCOLLECTIVE.COM

A savvy creative leader in brand management, corporate design and marketing strategy for print and interactive

Creative Director/Brand Manager | TIAA-CREF, NEW YORK, NY

- ❖ Creative direction of print, video and multimedia of Fortune 100 financial services firm
- ❖ Unite all design areas into first central in-house agency that produces all marketing and corporate materials, over 250 projects quarterly under tight budgets and deadlines.
- ❖ Build strong team morale, mentor staff to exceed goals by honing design and presentation skills and expanding roles and responsibilities
- ❖ Successfully promote and position in-house agency as brand authority
- ❖ Create, implement and evolve corporate brand standards that significantly increased brand awareness by more than 50%
- ❖ Conduct brand training, quarterly creative review and audit of all work
- ❖ Oversee public web site design refresh and launch of e-newsletter, working closely with web strategy team and agency partners, Modernista! and Razorfish AvenueA
- ❖ Direct environmental design/signage for new client offices across country and re-brand all employee office sites
- ❖ Extensive knowledge of financial products and services; partner with business areas to research and propose new marketing strategies and communications
- ❖ Lead award-winning corporate annual report team
- ❖ Excellent problem-solver and multi-tasker; working well under pressure

Hire, manage and direct design team of 15 art directors and designers, photographers, illustrators, and outside agencies. Develop and manage budgets and schedules. Institute systems and procedures for producing, tracking, and archiving projects.

JULY 2000 – PRESENT

Art Director/Communications Specialist | TIAA-CREF, NEW YORK, NY

Art direct, design and manage production of corporate annual report, periodicals, brochures and online daily newsletter, brand advertisements. Manage project budgets and schedules. Monitor productivity, accuracy and quality of work provided by vendors. Hire and art direct freelance designers, photographers and illustrators.

FEBRUARY 1996 – JUNE 2000

Graphic Designer/Art Director | ENVIRONMENTAL DEFENSE FUND, NEW YORK, NY

Established first in-house art department working directly with publication and marketing departments. Publish bi-monthly newsletter; conceive and produce direct mail projects, brochures, calendars, book covers and invitations. Art direct illustrators, photographers and freelance designers; negotiate with printers. Design inaugural EDF web site.

AUGUST 1992 – FEBRUARY 1996

Freelance Designer | *Outdoor Life*, TIMES MIRROR MAGAZINES, NEW YORK, NY

Design and layout features and departments; prepare pages for color separations.

OCTOBER 1995 – MARCH 1996

Experience

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Background

NEW YORK UNIVERSITY, Tisch School of the Arts | New York, NY
MASTERS DEGREE IN INTERACTIVE TELECOMMUNICATIONS PROGRAM, MAY 2001

Successfully completed course of study at **ITP**, a highly respected and uniquely collaborative program that includes 3D Animation/modeling, Digital Video & Sound for New Media, Experimental Video; Interaction Design, Designing User Experience, Lingo, Java, Public Multimedia Spaces, Technology & Business Infrastructure

THE NEW SCHOOL | New York, NY
ADVANCED INTERACTIVE MULTIMEDIA, ILLUSTRATOR, & PHOTOSHOP 1994, 1995

FASHION INSTITUTE OF TECHNOLOGY (FIT) | New York, NY
BACHELOR OF FINE ARTS DEGREE IN GRAPHIC DESIGN, CUM LAUDE, JUNE 1992

SUNY at ALBANY | COMMUNICATIONS DEPARTMENT, 1987 – 1989

TIAA-CREF Chairman's Award 2000; **LCA, Mercury**, AND **IABC AWARDS OF EXCELLENCE** 1998 – 2006; **FINANCIAL COMMUNICATIONS SOCIETY FCS** 2006 GOLD AND SILVER AWARDS; Direct Mail Fundraisers Association, **DMFA** 1995 PACKAGE OF THE YEAR

MEMBER OF AIGA, ART DIRECTORS CLUB, SOCIETY OF PUBLICATION DESIGNERS AND INSOURCE ASSOCIATION

SKILLED in Adobe Creative Suite 2 (Illustrator, Photoshop, InDesign, Acrobat) QuarkXpress, Flash, Dreamweaver, Fireworks, Director, Adobe After Effects, Adobe Premiere, Final Cut Pro, Microsoft Word, Powerpoint and Excel

Projects

Freelance Projects

To gain more exposure and experience in other industry areas, I have taken on the following personal design projects.

Oonahealth: Create identity, packaging, web site and marketing materials for Oöna, a line of herbal health products for women that can be found in Whole Foods, CVS and other health food store and pharmacies throughout the country.

Analytic Partners: Worked closely with Analytic Partners, a fast growing global marketing research firm to develop a visual identity that would quickly engage prospective clients and reinforce a sense of stability with current clients. This project includes identity development, stationery, brochures and a Web presence.

Other Clients include: DB Exchange; The Forest Realty Group; Printing Methods Inc.; Rainforest Alliance; Salvation Army

To view freelance projects and recent work at TIAA-CREF, please visit my personal site: ICONCOLLECTIVE.COM